GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1940
ANSWERED ON:29.11.2001
COMPETITION BETWEEN AIR AND TV
BHARTRUHARI MAHTAB

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether AIR is losing ground to television because of audio-visual advantage;

(b) if so, the steps taken/proposed to be taken to remain in competition;

(c) whether any study has been done to review the programmes of AIR to make it more popular;

(d) if so, whether inadequacy in the fee structure for the AIR artistes and technicians temp talented personnel to leave the service; and

(e) if so, the steps taken to arrest the trend in this regard?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (c): Audience Research Unit of All India Radio conducts surveys of listenershipof AIR Stations and their programme from time to time. There has been no decline in overall actual Radio listening as reflected from the figures of survey conducted during the last two years. Improvement in the quality of programmes is a continuous process. It is the constant endeavour of AIR to maintain the highest professional standards with special emphasis on improving the quality of software keeping in view the competitive media environment.

(d)&(e): Do not arise.